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STATEMENT BY BRIG. GENERAL DAVID SARNOFF

Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, made the following statement today on his return from Europe aboard the S.S. Queen Mary:

"I have been abroad about one month and visited England, Germany and France.

"I attended as a U.S. delegate the Atlantic Congress, sponsored by NATO and held in London, June 5 to 10. The deliberations and work of this conference produced a 'Declaration of Principles' which I hope will be implemented by the individual nations comprising NATO.

"In the three major European countries I visited, there was ample evidence of a rising economy and improving standards of living. Business generally is good; workers are employed and there is greater confidence in the stability of the currencies of these countries. There is less restriction in the movement of people and greater freedom in the movement of trade.

(EXECUTIVE REGISTRY FILE *Sarnoff*)

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"Given a reasonable measure of peace and political stability, there is every reason to expect a continuation of these improved conditions. People, everywhere, want the better things of life and are willing to work to get them.

"In the political area, however, there is a feeling of uncertainty, though not of urgency. There is a general belief that the probabilities of a 'Hot War' diminish as the meaning of a nuclear and missile war becomes clearer to all parties. On the other hand, there seems to be a woeful lack of appreciation of the menace of the 'Cold War,' being waged so relentlessly by the Russian and Chinese Communists. But this lack of understanding and appraisal of the meaning of the Cold War menace -- and its possible effects upon the underdeveloped and the uncommitted nations of the world -- is not confined to Europe. I think it also exists in the United States.

"So long as we maintain a strong and well-balanced military posture -- which means not falling behind and if possible keeping ahead of a potential enemy in the latest scientific and technological developments and trained manpower -- we are not likely to be attacked. The danger to the U.S.A. and the rest of the Free World, as I see it, is in the expansions and advances being made by the Communist bloc in the Cold War which they have no intention of discontinuing. The Free World must do a better job than it is now doing, if it is successfully to meet the great challenge of World Communism. And I firmly believe that this challenge can be met."

ATLANTIC CONGRESS, London

NOTES BY DS FOR DISCUSSION AT PLENARY SESSION JUNE 10, 1959

In the few moments allotted to me, it is obviously impossible to discuss the basis and the evidence on which my opinions and conclusions are founded. But those who may be interested to pursue the subject further, will find a wealth of material in the splendid background papers submitted to this Conference, by informed and thoughtful authors on the propaganda activities of the Communist bloc on the Cold War front.

In these circumstances, I trust that the bare and brief statement of my opinions and conclusions will not be regarded as dogmatic. For what they may be worth, here they are:

1. The Nato nations are far behind the Communist nations - especially the U.S.S.R. - in their efforts, output and effectiveness in the field of propaganda or psychological warfare.
2. We are not winning the battle for the "minds of men" and unless we do much better than we have done so far, we may lose the battle on this front - and the Communists may win it. This would be a disaster of a major order. Defeat in the Cold War could be as fatal as defeat in a Hot War. Whether we freeze to death or burn to death is immaterial. We would be dead just the same.

3. As the threat of the Hot War recedes, the menace of the Cold War advances. And the great danger is that while we may see and understand a threat, we may not feel or appraise the menace. Burning is instantaneously painful while freezing paralyzes the mind and body causing numbness, inaction and ultimate disintegration.
4. The Cold War began as merely psychological. What is it now? It may be likened to a table with four legs: 1, military; 2, economic; 3, political; 4, psychological. The Russian table is built with due regard for the proper length and thickness of its legs. The weight is shifted and distributed over the table to suit their purposes.

The Russian Cold War table is built to give the appearance of steadiness. Contrast this with the unsteady appearance of the Free World table.
5. Communist's broadcast facilities and expenditures are many times those of the Free World Nations. Our voice is only a whisper compared to the Soviet's world-wide voice. Communists spend more on jamming our broadcasts than the combined expenditures of Nato nations on all their broadcast services.
6. I recommend adoption of our Committee's Report - without amendments.

DAVID SARNOFF

NOTE: The Committee's Report was adopted as written and the amendments were defeated.

/ DS

WITH THE COMPLIMENTS OF
DAVID SARNOFF